



भारतीय प्रबंध संस्थान बेंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE



**MANAGEMENT PROGRAMME FOR ENTREPRENEURS AND FAMILY BUSINESSES  
(MPEFB - VII)**

Start Date: January 28, 2013  
Last Date to Apply: December 6, 2012

## **Indian Institute of Management Bangalore**

The Indian Institute of Management Bangalore was established in 1973 by the Government of India to augment national managerial talent and resources. The IIMB campus is located on 100 acres of manicured greenery on the southern outskirts of Bangalore, the Silicon Valley and Garden City of India. The centre of learning set in all-stone granite buildings of unique architecture, encircled by the verdant, lush woods alternating with undulating landscaped gardens is a perfect setting for a rich milieu of both formal and informal activities. The Institute's proximity to some of the leading corporate houses in the country gives the added advantage of integrating classroom knowledge with practical experience. IIM Bangalore brings world-class expertise of over three decades to teach business executives representing a vast number of global multi-national corporations in a face-to face setting.

## **Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL)**

Recognizing the growing propensity, particularly among the young and ambitious management and technical graduates, to strike out on their own as entrepreneurs and realizing the crying need of Small and Medium Enterprises (SMEs) for critical management inputs as well as business guidance, IIMB set up the Centre for Entrepreneurial studies in 1994 with a grant from Canara Bank. The Centre mainly focused on offering some successful programmes to SMEs which helped them to accelerate their growth and move to a higher level of performance. The Centre also offered courses on Entrepreneurship to the post graduate students of IIMB and supported research. A generous endowment from Mr. Nadathur S Raghavan, formerly Joint Managing Director of Infosys Technologies Ltd, in October 1999 has provided the impetus for a quantum leap in the activities of the Centre. The Centre, now known as N S Raghavan Centre for Entrepreneurial Learning (NSRCEL), aims to be a world-class Centre of Excellence for seeding, nurturing and promoting entrepreneurship. The activities of NSRCEL are varied and encompass such areas as teaching, research, short-term programmes, seminars/ panel discussions, incubation facilities, and so on.

## **Management Programme for Entrepreneurs & Family Businesses**

Entrepreneurship in the business context is the process of creating or spotting a business opportunity, making substantial investment, often more than the financial resources available with the entrepreneur, formulating strategy to expand the business and continuously repeating the opportunity-investment-expansion cycle. Entrepreneurs at different points of their entrepreneurial journey directly involve in managing business and hence a broader understanding of business management is useful. Family business is an existing business build by some family members who were entrepreneurs at some point of time in the past. The opportunity-investment-expansion cycle is also relevant for the family businesses. Since family members directly participate in the management of business, a broader knowledge of business management is useful in running successful family business. Management Programme for Entrepreneurship and Family Business (MPEFB) aims to provide inputs that are relevant for entrepreneurs and members of family businesses in creating and managing new business as well as existing businesses.

India with changing economic environment, demography, life style and economic development provides great business opportunities for entrepreneurs. Despite not so healthy global economic conditions, India is still attractive for many overseas companies to source services and components which are globally competitive both on cost and quality. Entrepreneurial activities increased in India dramatically and family businesses are equally growing in the last few years. Since most entrepreneurs and new entrants of family businesses have no experience in managing business, MPEFB gives them an opportunity to learn fundamental principles of managing businesses that are relevant to this group from one of the India's top business schools. The programme is offered by the Nadathur S Raghavan Centre for Entrepreneurial Learning (NSRCEL) of IIM Bangalore. All successful candidates would be awarded a certificate issued by IIM Bangalore.

## **Learning Objectives**

The participants attending Management Program for Entrepreneurship and Family Businesses (MPEFB) will learn how to –

- Build and grow successful ventures
- Develop business strategies by understanding macro-economic developments
- Build organization structure suitable for the business
- Nurture creative and innovative thinking and spotting business opportunities
- Evaluate the feasibility of building business using such opportunities
- Develop business plans and identifying funding requirement
- Manage operations and supply chain
- Communicate effectively to customers and build long standing customer relationship
- Manage human resources including hiring, motivating, evaluating performance
- Manage cost and use accounting information for managerial decision
- Evaluate financial and non-financial performance and communicate the performance to stakeholders
- Leverage legal and taxation polices for the benefit of the business

## **Program Structure**

The program is delivered through four modules.

### **Understanding Business Environment and Developing Business Strategy**

- Macro-economic Environment
- General Commercial Knowledge and Taxation
- Business Strategy

### **Creating and Nurturing Business**

- Entrepreneurship
- New Venture Creation and Business Plan
- Entrepreneurial Financing

## **Managing Resources**

- Managerial Accounting
- Supply Chain Management
- Organization Structure, Design and Behaviour
- Human Resources Management
- Marketing Management

## **Special Topics**

- Creativity and Innovation
- New Product Development
- Managing Family Business
- Growth Strategies for Entrepreneurial Businesses

## **Program Duration and Delivery**

The programme duration is 40 days spread over a period of one year. Participants will attend the classes at IIMB as per the schedule given below. The program will be delivered through lectures, case studies, presentations, business games, videos, interaction with successful entrepreneurs and participation in round tables.

### **Module 1: Understanding Business Environment and Developing Business Strategy**

- January 28 to February 2, 2013 (6 days)
- March 20 to 23, 2013 (4 days)

### **Module 2: Creating and Nurturing Business**

- April 17 to 20, 2013 (4days)
- June 12 to 15, 2013 (4 days)

### **Module 3: Managing Resources**

- July 17 to 20, 2013 (4 days)
- August 21 to 24, 2013 (4 days)
- September 18 to 21, 2013 (4 days)

### **Module 4: Special Topics**

- October 16 to 19, 2013 (4 days)
- November 18 to 23, 2013 (6 days)

## **Participants Profile**

The programme is designed for entrepreneurs and those running family businesses. The profile of the participants of this programme will be as follows:

- All participants will have to be graduates. Those with professional qualifications from well-known/ reputed educational institutions will be preferred.
- All participants will have to submit a 500 word statement of purpose along with the application form.
- Participants are expected to be in the age group of 27 – 45 with some track record as entrepreneurs. In the case of exceptionally good candidates with great potential to be successful entrepreneurs, the age criterion will be suitably relaxed by the selection committee.
- Candidates on the verge of beginning a new entrepreneurial venture with exceptional track record both in academics as well as in professional experience may also be considered for the course.
- Basic knowledge and comfort level in using computers is a requirement. Participants must have some familiarity and experience in using e-mails and the Internet, either at home or at office on a regular basis.

## **Selection Criteria**

The number of participants for this programme is limited to 60. Based on the participants' profile, their entrepreneurial journey, and their statement of purpose, a selection committee will select candidates for the programme.

## **Programme Directors**

Professor MS Narasimhan  
Professor G Sabarinathan

## **Course Fees**

Non Residential fee is Rs 5,00,000/-- per participant + service tax at applicable rates.

Residential fee is Rs.5,60,000/- per participant + service tax at applicable rates.  
(Accommodation will be provided on a twin-sharing basis in the campus during the programme days)  
Incase single accommodation is desired, IIMB has a preferred rate arrangement with a nearby hotel at rate of Rs. 3200/- + taxes per night. In this case please opt for non-residential option.



	Residential	Non Residential
I Installment on Admission	200000 + ST	180000 + Service Tax
II Installment on or before Sept. 1, 2012	180000 + ST	160000 + Service Tax
III Installment on or before Nov. 24, 2012	180000 + ST	160000 + Service Tax

Demand Draft to be drawn in favour of “Indian Institute of Management Bangalore” payable at Bangalore.

### **Award of Certificate**

A certificate of completion will be awarded by IIMB to the participants at the end of the program upon successful completion of the program satisfying the program requirements.

### **Alumni**

On successful completion of the programme, the participants are eligible to be admitted to IIM Bangalore Alumni association on a onetime payment of Rs 3000/-.

### **Registration**

Enterprises/organizations/entrepreneurs interested in nominating their candidates and interested individuals for the program may **apply online** on or before 6th December 2012. **Applications through email/hardcopies are not accepted.**

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<http://www.facebook.com/IIMB.EEP>

Participants interested in the programme may contact IIMB at the above-mentioned address for clarifications, if any. Once registration is accepted, cancellation /refund queries and requests will not be entertained.